

Michele L. Cunningham
July 1, 2001 – June 30, 2019
University of Denver
Marketing
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Education

Academic Degrees

MBA (1998), University of Denver, Denver, CO 1998
General Business
Supporting Areas of Emphasis: Marketing
BA (1986), Bucknell University, Lewisburg, PA 1986
Geography
Supporting Areas of Interest: English, Spanish

Continuous Learning Activities (since 7-1-2004):

Over last 18 years, consulted with several companies, individuals, and not-for-profit organizations on sales, strategic marketing, and marketing communications. Attended, participated in, and led panels, seminars, lectures and workshops related to sales and marketing topics and teaching.

Rank and Series History

Current Rank

Associate Professor, Teaching Series. (September 1, 2015)

Previous Ranks

Lecturer, Lecturer Series (May 7, 2003)

Adjunct, Adjunct Series (June 1, 2001)

Administrative Assignments

Associate Director, College/Academic Unit, June 1, 2018-Present

Responsible for managing all of the activities of the Sales Leadership Center including establishing the sales leadership minor, internal and external communication, program-building and execution, curriculum development and

execution, student recruitment, advancement support, career and internship programs, and development of marketing materials.

Coordinator, College/Academic Unit, January 10, 2018 - Present.

Liaison to Mu Kappa Tau (MKT), national marketing honor society; identify qualified undergraduate and graduate students, nominate and notify MKT and eligible students; invite students to join and attend Honors Convocation; organize and host Honors Convocation track acceptances, procure and present certificates and pins at convocation.

Licensures and Certifications

Certified, Teaching Online, Center for Teaching and Learning (November 1, 2012 – Present).

Professional Memberships

Sales Education Foundation, SEF (June 1, 2018-Present)

University Sales Center Alliance, USCA (June 1, 2018 – Present)

Marketing Educator's Association, MEA (April 1, 2012 – Present)

North American Case Researchers Association, NACRA (January 2014-June 2016)

Professional Experience

Consultant, 1120 Associates, 2012-2015

Consultant, Starz Encore, June 2013

Board member, Holiday Hill and High Meadow Day Camps, LLC, 1986 - Present

Pro bono consultant to KimJam, LLC 2010

Pro bono consulting to Hemophilia Society of Colorado, June 2008 - 2012

Senior Marketing Consultant, Arrow Consulting, 2004-2006

Senior Marketing Consultant, Cherry Creek Capital Partners, 2001

Director of Survey Data, Equifax Consumer Information Solutions, 2000-2001

Product Marketing Manager, Equifax Consumer Information Solutions, 2001

Account Manager, Equifax Consumer Information Solutions, 1998-2001

Leasing and Property Assistant, Equity Group Investments 1995-1998

Consultant, High Meadow Day Camp, LLC, 1994-1995

Project Coordinator, The New York Public Library, 1992-1994

Assistant Property Manager, Lincoln Center for the Performing Arts, Inc., 1989-1992

Account Representative, Georgia Pacific Corporation, 1986-1988

Development Activities Attended

OTL Program Redesign Institute, "Pilot Program for Program Re-design," University of Denver, Denver, Colorado, October 4, 2019 – Present)

OTL Faculty Workshop or Training, "One New Thing," University of Denver, Denver, Colorado, US. (March 26, 2018).

Training, "Adobe Connect Training," 2U, Denver, Colorado, US. (March 16, 2018).

Conference Attendance, "Women's Leadership Conference," Global Livingston Institute, Entusi, Uganda. (June 1, 2018 - June 5, 2018).

Conference Attendance, "Marketing Educators Association Conference," Marketing Educators Association, Sante Fe, NM, US. (April 19, 2018 - April 21, 2018).

Conference Attendance, "Marketing Educators Association Conference," Marketing Educators Association, San Diego, California, US. (April 6, 2017 - April 8, 2017).

Conference Attendance, "North American Case Research Association Conference," North American Case Research Association, Orlando, Florida, US. (October 9-11, 2014)

Conference Attendance, "Marketing Management Association Fall Educators' Conference, Minneapolis, MN, US. (September 19-21, 2012)

Conference Attendance, "Marketing Educators Association Conference," Marketing Educators Association, Long Beach, California, US. (April 19, 2012 - April 21, 2012).

OTL Faculty Workshop or Training, "Using Group Work Effectively," University of Denver, Denver, Colorado, US. (February 6, 2017 - February 8, 2017).

OTL Faculty Workshop or Training, "Teaching Online Workshop," University of Denver, Denver, Colorado, US. (March 2012-June 2012).

Teaching

Teaching Areas

Personal Selling (Sales)
Digital Marketing
Content Marketing
Strategic Marketing

Business-to-Business Marketing
Consumer Marketing and Branding

Teaching and Professional Experience, Faculty Rank, and Institution

Teaching Associate Professor 2015-Present, University of Denver
Lecturer, University of Denver, Sept. 2002 – 2015, University of Denver
Adjunct Professor of Marketing, University of Denver, Sept. 2001 – 2002
Teaching Assistant, Bucknell University, Jan. 1986 – June, 1986

Scheduled Teaching

University of Denver

MKTG 2920, Business-to-Business Marketing. DU Fall Quarter 2019.
MKTG 3110, The Power of Prof. Selling. DU Fall Quarter 2019
MKTG 3950, Integrative Marketing Strategy. DU Fall Quarter 2019.
MKTG 3130, Selling in a Digital World. DU Spring Quarter 2019.
MKTG 3480, Fndtns of Digital Marketing. DU Spring Quarter 2019.
MKTG 3991, IS:Applied Sales Education. DU Spring Quarter 2019.
MKTG 4805, Fndtns of Digital Marketing. DU Spring Quarter 2019.
MKTG 3110, The Power of Prof. Selling. DU Winter Quarter 2019.
MKTG 3480, Fndtns of Digital Marketing. DU Winter Quarter 2019.
MKTG 3950, Integrative Marketing Strategy. DU Winter Quarter 2019.
MKTG 4805, Fndtns of Digital Marketing. DU Winter Quarter 2019.
MBA 4150, Understanding Your Market. DU Fall Quarter 2018.
MKTG 4100, Marketing Concepts. DU Fall Quarter 2018.
MKTG 4100, Marketing Concepts. DU Fall Quarter 2018.
MKTG 3480, Fndtns of Digital Marketing. DU Summer Quarter 2018.
MKTG 4100, Marketing Concepts. DU Summer Quarter 2018.
MKTG 4805, Fndtns of Digital Marketing. DU Summer Quarter 2018.
MKTG 2920, Business-to-Business Marketing. DU Spring Quarter 2018.
MKTG 3110, The Power of Prof. Selling. DU Spring Quarter 2018.
MKTG 3480, Fndtns of Digital Marketing. DU Spring Quarter 2018.
MKTG 3480, Fndtns of Digital Marketing. DU Spring Quarter 2018.
MKTG 3950, Integrative Marketing Strategy. DU Spring Quarter 2018.
MKTG 3991, IS Personal Branding in Lacros. DU Spring Quarter 2018.
MKTG 4805, Fndtns of Digital Marketing. DU Spring Quarter 2018.
MKTG 4805, Fndtns of Digital Marketing. DU Spring Quarter 2018.
MKTG 4998, Marketing Leadership. DU Spring Quarter 2018.
MKTG 2920, Business-to-Business Marketing. DU Winter Quarter 2018.
MKTG 3110, The Power of Prof. Selling. DU Winter Quarter 2018.
MKTG 3480, Fndtns of Digital Marketing. DU Winter Quarter 2018.
MKTG 3480, Fndtns of Digital Marketing. DU Winter Quarter 2018.

MKTG 3950, Integrative Marketing Strategy. DU Winter Quarter 2018.
MKTG 3991, IS Pro Lacrosse Progression an. DU Winter Quarter 2018.
MKTG 4805, Fndtns of Digital Marketing. DU Winter Quarter 2018.
MKTG 4805, Fndtns of Digital Marketing. DU Winter Quarter 2018.
MKTG 4998, Marketing Leadership. DU Winter Quarter 2018.
MBA 4150, Understanding Your Market. DU Fall Quarter 2017.
MKTG 3110, The Power of Prof. Selling. DU Fall Quarter 2017.
MKTG 4000, Foundations of Marketing. DU Fall Quarter 2017.
MKTG 4998, Marketing Leadership. DU Fall Quarter 2017.
MKTG 2920, Business-to-Business Marketing. DU Summer Quarter 2017.
MKTG 3480, Fndtns of Digital Marketing. DU Summer Quarter 2017.
MKTG 4805, Fndtns of Digital Marketing. DU Summer Quarter 2017.
MKTG 3705, Tpcs: Brand Management. DU Summer Interterm 2017.
MKTG 4820, Brand Management. DU Summer Interterm 2017.
MKTG 3110, The Power of Prof. Selling. DU Spring Quarter 2017.
MKTG 3480, Fndtns of Digital Marketing. DU Spring Quarter 2017.
MKTG 3480, Fndtns of Digital Marketing. DU Spring Quarter 2017.
MKTG 3480, Fndtns of Digital Marketing. DU Spring Quarter 2017.
MKTG 3950, Integrative Marketing Strategy. DU Spring Quarter 2017.
MKTG 4805, Fndtns of Digital Marketing. DU Spring Quarter 2017.
MKTG 4805, Fndtns of Digital Marketing. DU Spring Quarter 2017.
MKTG 2800, Introduction to Marketing. DU Winter Quarter 2017.
MKTG 3110, The Power of Prof. Selling. DU Winter Quarter 2017.
MKTG 3950, Integrative Marketing Strategy. DU Winter Quarter 2017.
MBA 4150, Understanding Your Market. DU Fall Quarter 2016.
MBA 4150, Understanding Your Market. DU Fall Quarter 2016.
MKTG 2930, Methods of Marketing Research. DU Fall Quarter 2016.
MKTG 3110, The Power of Prof. Selling. DU Fall Quarter 2016.
MKTG 2920, Business-to-Business Marketing. DU Summer Quarter 2016.
MKTG 3480, Fndtns of Digital Marketing. DU Summer Quarter 2016.
MKTG 4805, Fndtns of Digital Marketing. DU Summer Quarter 2016.
MKTG 2800, Introduction to Marketing. DU Spring Quarter 2016.
MKTG 3110, Personal Selling. DU Spring Quarter 2016.
MKTG 3480, Fndtns of Digital Marketing. DU Spring Quarter 2016.
MKTG 4805, Fndtns of Digital Marketing. DU Spring Quarter 2016.
MKTG 2800, Introduction to Marketing. DU Winter Quarter 2016.
MKTG 3110, Personal Selling. DU Winter Quarter 2016.
MKTG 3110, Personal Selling. DU Fall Quarter 2015.
MKTG 3480, Fndtns of Digital Marketing. DU Fall Quarter 2015.
MKTG 4805, Fndtns of Digital Marketing. DU Fall Quarter 2015.
MKTG 2920, Business-to-Business Marketing. DU Summer Quarter 2015.
MKTG 3110, Personal Selling. DU Spring Quarter 2015.
MKTG 4805, Intro to Digital Marketing. DU Spring Quarter 2015.
MKTG 2920, Business-to-Business Marketing. DU Winter Quarter 2015.

MKTG 3110, Personal Selling. DU Winter Quarter 2015.
MKTG 2920, Business-to-Business Marketing. DU Fall Quarter 2014.
MKTG 3110, Personal Selling. DU Fall Quarter 2014.
MBA 4050, Business Foundations I. DU Fall Interterm 2014.
3480, Intro to Digital Marketing. DU Summer Quarter 2014.
MKTG 4805, Intro to Digital Marketing. DU Summer Quarter 2014.
MKTG 4815, Social Media Marketing. DU Summer Quarter 2014.

Non-Credit Instruction

Guest Lecture, Daniels College of Business BIA Department, 15 participants. (January 30, 2018 - February 1, 2018).

SummerLink, summer program sponsored by the university, University's Special Community Programs, 30 participants. (August 1, 2017 - August 5, 2017).

Directed Student Learning

Undergraduate Advisor for Daniels Distinction, "Daniels Distinction," Marketing. (September 30, 2018 - Present).
Advised: Jaidi Carter

Independent Study, "TBD," Marketing. (March 26, 2018 - Present).
Advised: Colton McCaffrey

Independent Study, "Professional Lacrosse: Progression and Growth," Marketing. (January 5, 2018 - March 14, 2018).
Advised: Connor Donnahue

Advisor to Student Organization

Pioneer Sales Club, support undergraduate students in founding, organizing, and managing Pioneer Sales Club including membership, promotion, events, University of Denver, Denver, CO. (January 15, 2018 – Present).

Academic Advising

University of Denver Sales Team

Twelve Undergraduate students coached and prepared for sales competitions. Traveled and competed with six students to Twin Cities Collegiate Sales Competition, Minneapolis, MN. (April 8-10, 2019).

Publications

Bridging the Gap: How to Prepare Business Students for the Convergence of Marketing and Technology, *The Review*, April 2013

D&H Tire Storage: A Relationship Selling Case Study (in process)

Presentations

Presenter, "Sales Leadership Center Progress and Sponsorship Opportunities", Sales Leadership Center Advisory Board, University of Denver, Denver, Colorado, US. (November, 2019).

Panelist, "Dress for Success", University of Denver, Denver Colorado, US. (October 2019)

Presenter, "Selling What Matters", Department of Marketing Executive Advisory Board, University of Denver, Denver, CO, US. (May 2019).

Presenter, "Selling What Matters", Daniels Executive Advisory Board, University of Denver, Denver, CO, US. (April 2019).

MC, Department of Marketing Honors Convocation, University of Denver, Denver, CO, US. (May, 2017-19).

Speaker, Marketing Major Presentations, University of Denver, Denver, CO, US. (2018, 2019).

Moderator, "Selling for Success", University of Denver, Denver, CO, US. (February, 2019).

Presenter, Volunteers in Partnership, University of Denver, Denver, CO, US. (August, 2017).

MC, Digital Marketing Summit, University of Denver, Denver, CO, US. (October, 2011-2015).

Speaker and Panelist, "Digital Brand Building", Building Your Personal Brand, EcoWomen Colorado, Colorado State University, Denver Campus, Denver, CO, US. (December 14, 2015).

Speaker and Facilitator, Facilitative Presentations, Starz Encore, Greenwood Village, CO, US. (June, 2013).

Speaker, "Social Capital and Trust: Building a Valued Personal Brand", University of Denver, Denver, CO, US. (September 2012).

Speaker, Hospitality and Sales Marketing Association International (HSMAI), "Market Yourself" Denver, CO, US. (February 2010).

Speaker, "Personal Branding", University of Denver Career Conference, Denver, CO, US. (January, 2010).

Speaker, "Personal Branding", University of Denver Parents Association, Denver, CO, US. (October, 2009).

Speaker, Database Marketing Trends and Outlook, Denver Business and Conventions Bureau, Denver, CO, US. (September, 2009).

Presenter, "Competitive Analysis of Small to Mid-market Consulting Firms in the Rocky Mountain Region", Arrow Consulting, Denver, CO, US. (May, 2006).

Speaker, "Utilization and Sourcing of Consumer Survey Data", Equifax Corporation National Sales Meeting. (July, 2000).

Speaker, "Presentation of Consumer Data Analysis", Hamilton Beech Corporation, Glen Allen, VA, US. (March, 1999).

Service

Department Service

- Committee Chair, UGRAD Marketing Curriculum Committee. (July 1, 2016 - Present).
- Committee Chair, Honors Convocation. (January 10, 2017 - May 31, 2019).
- Committee Chair, Marketing Roundtable, (July 1, 2008 – June 1, 2009).
- Committee Member, Strategic Planning Committee. (July 1, 2018 – present).
- Committee Member, Marketing Program Assessment Committee. (July 1, 2016 – Present).
- Committee Member, Hiring Committee. (June 1, 2018 - May 1, 2019).
- Committee Member, PTR Hiring Committee. (February 1, 2018 – June 30, 2019).
- Task Force Member, “Introduction to Marketing” re-design. (July 1, 2016-June 30, 2017).
- Committee Member, MBA@Denver Faculty Committee. (January 5, 2018 – June 30, 2019).
- Committee Member, Digital Marketing Summit Committee. (June 1, 2014 - October 18, 2014).
- Committee Member, Customer Experience Management Committee. (July 1, 2008 – June 30, 2009).
- Marketing department representative, Explore Your Major Fair. (March 2012).
- Undergraduate student advising and parent liaison. (July 1, 2008- June 30, 2009).

College Service

- Committee Member, Daniels Initiative in Sales Management Exploration Committee. (November 5, 2018 - Present).
- Committee Member, Undergraduate Programs Committee. (August 1, 2016 – May 31, 2019).

Committee Member, DMBA Faculty Committee. (July 1, 2016 - Present).

Presenter, Marketing Majors Workshops, Daniels Professional Development Program. (September 15, 2017 - May 31, 2018).

Substitute Member, Daniels College of Business PTR Committee. (January 5, 2018 - April 30, 2018).

Student Organization Advisor, Daniels Consulting Firm (DCF). (September 1, 2012 - June 30, 2015).

University Service

Committee Member, Art & Science Strategic Positioning Research. (October 20, 2017).

Undergraduate student registration (July 1, 2008 – June 30, 2011).

Awards

Finalist, C. Thomas Howard Innovative Teaching Award, Daniels College of Business, Denver, CO (2019).

Spotlight Professor, University of Denver, Denver, CO (2011).

Diamond Awards, University of Denver, Daniels College of Business, Denver, CO (2001-2003).

Astor, Lenox and Tilden Foundation Award, New York Public Library, New York, NY, (1993)